MARKETING RESOURCE MANAGEMENT

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SIEBEL
CUSTOMER RELATIONSHIP MANAGEMENT

KEY FEATURES

- Improve management with a common platform across brands and regions.
- Gain visibility into marketing spending and performance across the enterprise.
- Automate key marketing processes.
- Improve quality with best practice processes.
- Improve budgeting and planning with standardized processes and metrics.
- Optimize marketing investments with insight into past performance.

Align global spending with corporate objectives and priorities.

Oracle's Siebel Marketing Resource Management (MRM) is a complete solution for planning, budgeting, executing, and measuring the impact of global marketing efforts. Siebel MRM automates key processes, including marketing planning, budgeting and expense management, market development funds management, approvals, program management and collaboration, enterprise marketing calendaring, content management, and financial analysis. It provides a common language, powerful analytics, and business processes based on best practices to help marketing organizations optimize resources and manage activities more effectively.

Complete Support for Managing Marketing Operations and Resources

In today's competitive environment, marketing organizations are being challenged to achieve better results with shrinking budgets. They must justify and account for every dollar spent. The need to comply with the Sarbanes-Oxley Act is forcing organizations to establish new financial controls and gain a much higher degree of visibility into the state of marketing activities and associated funds. At the same time, marketing operations have become much more difficult to manage, especially for global organizations that seek to execute one-to-one marketing campaigns synchronized across channels and regions and implement consistent marketing business processes across business units and brands.

Streamlined Processes, Efficient Management

With Siebel MRM, you can address these challenges—and make your entire marketing organization more efficient, effective, and accountable. Siebel MRM provides a complete solution for planning, budgeting, executing, and measuring the impact of global marketing efforts. It provides a common language, powerful analytics, and business processes based on best practices that empower marketing users across the extended enterprise to more effectively and efficiently manage activities and optimize resources. Siebel MRM automates key processes, including marketing planning, budgeting and expense management, market development funds management, approvals, program management and collaboration, enterprise marketing calendaring, content management, and financial analysis. With Siebel MRM, marketers—from the chief marketing officer to brand managers—are able to make smarter decisions faster, leading to improved marketing results.

Align Marketing Plans with Corporate Goals

Siebel MRM provides a platform and processes the make marketing planning more effective and less time consuming. With Siebel MRM, you have a consistent methodology and common language for capturing and sharing business objectives,

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plans, initiatives, and metrics across the enterprise. You gain visibility into the effectiveness of specific tactics and campaigns to support fact-based planning and resource allocation.

Improved Budgeting and Expense Management

Siebel MRM enables you to plan and track financial resources and establish a structured approval process. With it, you can prepare and manage budget requests across different levels of the marketing hierarchy, including organization, plan, brand or product line, industry, and geography. It supports the full life cycle of marketing expenses—including tracking detailed line item expenses and generating purchase orders and invoices—so that you can track forecasted, committed, and actual costs at any budgetary level.

Workflow-Driven Approvals and Activities

With Siebel MRM, you can ensure that every marketing program and budget request is reviewed by the appropriate people. Using the application's approval workflow process, users can circulate, review, and approve important marketing items, including proposed marketing plans and tactics, budget requests, and marketing content. Marketing managers can easily submit items for review, forward items for feedback, and approve or decline requests.

Improve Quality with Best Practices Repository

Siebel MRM provides performance and activity templates that enable companies to capture and share marketing best practices. Using performance templates, you can implement a consistent set of performance metrics, making it easier to compare business benefits from different marketing tactics.

Efficient Project Management and Collaboration

Siebel MRM provides robust project management capabilities that help marketers ensure that tasks are captured and communicated to everyone who needs to see them and that critical deadlines are met. Siebel MRM project management supports the creation, organization, and sharing of project-related schedules, tasks, and resources.

Capable Content Management

Siebel MRM Content Center provides extensive support for creating, managing, and distributing marketing content to employees, partners, and distributors. It provides a central, searchable repository for a range of multimedia content, including offers, brochures, catalogs, white papers, presentations, logos, competitive literature, and audio/video clips.

Fulfillment and Distribution Management

Siebel MRM helps you get the right content to the right salesperson, channel partner, or customer. As a result, you'll reduce the waste associated with excess inventory and the fulfillment of marketing collateral.

Enterprise Marketing Calendar

Using the Siebel MRM enterprise marketing calendar, users can easily gain visibility

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into all of the marketing initiatives across the company or into a subset of initiatives based on visibility rules. At a glance, marketers can see the status of an initiative and, if desired, drill down to get more information.

Real-Time Financial Insight and Reporting

Siebel MRM Analytics empowers all users in the marketing organization to be more effective by providing near real-time visibility into marketing performance and spending status through integrated analytic dashboards and reports that are tailored to their specific business needs. Users can also create proactive and scheduled analytic agents that automatically detect problems or opportunities, and immediately notify the appropriate person via the Web or wireless, voice, or mobile device.

Integration with Marketing Execution

Siebel MRM is part of the Siebel Marketing Automation suite and is fully integrated with Siebel CRM applications and Siebel industry solutions. As a result, Siebel MRM provides a complete marketing platform that allows you to manage the entire marketing life cycle, from planning and customer segmentation to creation, execution, measurement, and refinement of marketing initiatives.

Superior Ease of Use

Siebel MRM offers unique interactive assistance called "iHelp" that helps speed user training, increase user adoption, and enforce best practices. In addition, an embedded help window provides role-based, in-context, step-by-step instructions regarding how to perform common tasks, such as preparing a marketing plan or a budget request.

Collaboration with Third Parties

Siebel MRM provides a Partner Portal to help manage key partners and agencies collaborating in the overall marketing process. By securely logging into the Partner Portal, partners can access pertinent documents and communications, ultimately increasing the effectiveness of their efforts. Access control ensures that partners only see information that is relevant to them.

Proven Architecture and Enterprise Application Integration

Siebel MRM is built upon a proven, robust, and functionally complete application infrastructure. It can scale to meet the requirements of the largest and most demanding global implementations, including those that need to span multiple organizations, languages, and geographies.

Siebel MRM addresses the challenges today's marketers face with a complete solution that enables organizations to more effectively plan, budget, execute, and measure the impact of their global marketing efforts. With integrated analytical, collaborative, and operational marketing capabilities, it empowers you to optimize your marketing investments—and maximize results.

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